

# EXHIBIT 18

Created Instagram stories, brainstormed post ideas, caption copywriting, and uploaded content to company image and b-roll databases  
Developed social media strategies, including branding, content types, tone of voice and page aesthetics  
Traveled to various on and off-site locations to gather content using photography and video skills, while communicating with customer base



### Marketing Operations Intern

Cardwell Beach · Part-time

Jan 2021 - Apr 2021 · 4 mos

Analyzed and catalogued company website blog posts and case studies  
Mastered Google (Sheets, Slides) applications when collecting rehab industry data  
Issued competitive analysis and presented findings to senior management for benchmarking purposes



### Lifeguard

Deer Lake Club · Part-time

May 2020 - Aug 2020 · 4 mos

Boonton, New Jersey, United States



### Remote Sales and Marketing Associate

Genesis Coin Inc. · Part-time

Mar 2020 - Jun 2020 · 4 mos

Austin, Texas, United States

Tasked with managing inbound leads and evaluating the company's online social media presence



### Salesperson

Scoop House · Part-time

May 2019 - Aug 2019 · 4 mos

Mountain Lakes, NJ

Collaborated in a team dynamic in a fast paced, high volume, specialty ice cream shop



### Lifeguard

Borough of Mountain Lakes · Part-time

Jun 2016 - Aug 2019 · 3 yrs 3 mos

Mountain Lakes, NJ

Advanced to senior guard position and trained 20 junior guards



### Mountain Lakes High School Boys Varsity Lacrosse Manager & Statistician

Mountain Lakes High School · Part-time

Mar 2018 - Jun 2018 · 4 mos

Mountain Lakes, NJ

Coordinated game day statistics, fundraising and special events for nationally ranked team